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| **Description** | **Explanation with Example** |
| This option can make it easier for callers to call us on the correct number for the branch they want. | If you visit [www.v-cars.com](http://www.v-cars.com) you will see this on the top right.      It is a drop down that expands with all branches and numbers. I am thinking, could we have the same? |
| When corporate is clicked, it should direct to **corporate web-booker**.  <http://www.happicabsonline.com/corporate/#/booking>  When drivers is clicked, it should direct to the **driver login portal**.  <http://cpaq5838383.rr.nu/DriverDashboard> | This is just a hyperlink that redirects users to another page.  The purpose of this is to give **corporate users** and **drivers** a quick access link to their relevant pages without too many clicks.  This will make things easier for corporate and driver website users. |
| When you hover over the location, it should display a menu below with branch options. Each one of these pages should direct user to the correct branch page.  The navigation bar should extend sideways and not downwards. As shown in the example. |  |

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| When hovered over, the navigation bar should open and extend with options.  If **By** **App** is clicked on, it should direct to apps page where information is given about the apps and how to download.  **By Web**, it should direct to a page where customer can select if they wish to book by cash/card or corporate web-booker.  Links;  Consumer web booker (cash/card)  <http://www.happicabsonline.com/consumer>  Corporate web-booker  <http://www.happicabsonline.com/corporate/#/booking>  **By Phone (to be discussed)**  We need to discuss on how we can make this work here. We may not need this option as we already have a calling icon. | **By App**    This should direct users to the apps page where they can learn the benefits about booking via the app (key features) with the download link.  **By Web**    When user clicks by web, they should be directed to a landing page to select their web-booker by payment preference. General consumers will select the Consumer Booker where they can get a quote, make a booking and pay by cash or card. Corporate users will click on corporate login to make a booking. If they do not have a corporate account, they have the option to **open a business account**. This page can be linked to **business account** pagewhere they can learn more about the benefits of a business account and complete the form to open one. |
|  | To be redirected to the driver recruitment page like drive.happicabs.com |
|  | **By App** – direct to apps page  **By Web** – direct to web landing page where customer can select consumer or corporate web-booker **By Phone** – to be discussed  **Airport Transfers** – Airports transfer page  **Business Travel** – to be renamed to “Business Account” and this links to business accounts page  **Fare Calculator** – redirect to fare calculator  **Fleet** – redirect to fleet page  **Services** – services page  **Blogs** – directed to blogs page  **About us** –about us page  **Careers** – careers page  **FAQs** – questions page  **Contact us** – contact page |
| Page links in **Ride, Locations and Services** section will redirect to the pages we already have.  In **Support** section, **Get a Receipt** should pop-up with a contact form where customer can enter details and get a receipt this prevents us to create another page for receipts. FAQs and Contact us, these are links that direct customer to correct pages. In the **Company** section, all these links relate to web-pages in the website. | |
|  | These pages are links to our policies. |
|  | **Facebook** happicabsessex **Twitter** happicabs **LinkedIn** happicabsessex **Instagram** happicabsessex |
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| Page | Description | Features | | | Functionality |
| Landing Page | The landing page needs to have:   * Clear and clean navigation bar * Clear and clean content * App download and booking by web needs to be clear * Telephone number must be reachable for each branch * Select branch location * Fare estimate * App information with key service features * Pay by card information * Live chat with tawk.to integration |  | | | Social Media connectivity bar  Download the app link  Happicabs web-widget |
| Drive | The purpose is to provide the benefits of working with Happicabs as a driver and to give information on the easy steps to get started. An application form being the call to action here. This page will be very similar to <http://drive.happicabs.com/> | Application Form with an integrated appointment booker. | | | Form needs to be the same as our existing form but with an integrated appointment booker system. We do not require a backend database. |
| Fare Calculator | Fare calculator to calculate an approximate mileage fare. We have different prices for Maldon, SWF and Chelmsford. | To display prices for Maldon, SWF and Chelmsford. There should be a branch option that displays the correct pricing. | | | Mileage formula by branch. |
| /chelmsford | Localised webpage with local number, local services such as Airports, option to book by telephone/phone and online. Booking widget.  A small section on;  Where to drink / Where to eat / What to do |  | | | Look on image on left, we can make this section small by adding a small menu on the left and customers can select where to drink, eat and what to do. |
| /maldon | Localised webpage with local number, local services such as Airports, option to book by telephone/phone and online. Booking widget.  A small section on;  Where to drink / Where to eat / What to do |  | | | Look on image on left, we can make this section small by adding a small menu on the left and customers can select where to drink, eat and what to do. |
| /swf /southwoodham /southwoodhamferrers | Localised webpage with local number, local services such as Airports, option to book by telephone/phone and online. Booking widget.  A small section on;  Where to drink / Where to eat / What to do |  | | | Look on image on left, we can make this section small by adding a small menu on the left and customers can select where to drink, eat and what to do.  Happicabs.com/swf should be the main link with /southwoodham and /southwoodhamferrers being redirected to /swf |
| By App | App page that describes the key features of the app and the benefits to book by the app. | Interactive icons when hovered over, extended text appears. Interactive slide on the iPhone device like westquaycars. | | | Text link to download the app  (API integration) |
| By Web | This page redirects to another landing page for web-booker. The customer can choose whether they want the consumer or corporate web-booker. When clicked, it redirects them to the correct URL. | Redirection to page (URL) or page with embedded Web-Booker. | | | Hyperlink to web-booker or integrated web-booker into the website. |
| Airport Transfers | To share our airport transfer expertise and service we offer. We also want to display prices by branch as each branch have different pricing. | Interactive price chart by branch | | | Book now option that directs to web-booker, app or even telephone call. |
| Business Account | To share the benefits of opening a business account and general terms and conditions. | Application form | | | Application form with file upload. No database required. To be sent by email. |
| Fleet | To display the variety of vehicles we have within our fleet and their size/luggage specifications. Including displaying wheelchair and non-wheelchair accessible vehicles. | The fleet should be present the number of passengers and luggage in each vehicle. | | | Interactive slideshow of cars |
| Services | A page to display all our services with redirection to the relevant pages where pages already exist.  We want to cover   * Airport Transfers * Business Travel * Courier service * Special occasions * Executive Cars * Pay by Card | This is a landing page where we give customers a summary of the services we cover. Services such as Airport Transfers will give the customers the option to redirect to the Airport page. | | |  |
| Blogs | To display business and general information to help improve SEO | Simple and clear with images and text displayed appropriately. Show examples. | | | Keep it simple to upload and manage content. |
| About us | On this page we want to display information about our company, technology, locations, timeline of our business (see current site) and a small section of our management team. | The page needs to be clear but interactive. | | | Timeline needs to be interactive, see. <http://happicabs.com/about-us/>  The management team needs to be interactive see <http://www.veezu.co.uk/corporate/#meet-the-team> |
| Careers | The purpose of this is to display call centre and other roles within the business that are NON-DRIVING related. Here we want to show the benefits for working at Happicabs. | Application form | | | Application form with CV upload functionality. No database required. |
| FAQs | We want to provide general FAQs with headings to each service. See example; <https://www.addisonlee.com/support/faqs/> | The feature needs to be a drop-down question/answer. See <http://happicabs.com/faqs/> | | | Open close FAQ sections – see current website or Addison lee link provided. |
| Contact us | This is information on how customers can reach us. We want to list all the addresses for our branches and provide a map. We also want customers to complete online enquiry forms to reach us. All branch numbers will be displayed. | | Address and google map integration for all branches. All branch telephone numbers. | Contact form where customers can request the following enquiries.   * General enquiry * Feedback and Complaints * Request a receipt * Lost property * Request a call back   Each enquiry will have a unique form. Visit <http://happicabs.com/contact-us/> for more info. | |
| Privacy Policy | General Privacy Policy | | See current website for format & layout. Visit for info. <http://happicabs.com/privacy-policy/> | Open close sections – see current website | |
| Data Protection Policy | General Data Protection Policy | | See current website for format & layout. visit for info. <http://happicabs.com/dpp/> | Open close sections – see current website | |
| Terms & Conditions | General service terms and conditions | | See current website for format & layout | None – normal page | |